MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMK2854 – MARKETING INFORMATION TECHNOLOGY

(All sections / Groups)

7 MARCH 2018
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page only (excluding cover page)
2. Attempt **ALL** questions.
3. Mark distribution for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Essay questions – 100 marks
Answer ALL questions.

Question 1

There is positive outcome for integrating internet technology into the marketing effort undertaken by the organization. From the view of the customers, discuss with relevant examples the value-added benefits of integrating Internet Technology into organization's marketing effort. (25 marks)

Question 2

a) Suggest **THREE (3)** measures a company can take to ensure that a customer's privacy is not infringed when conducting one-to-one marketing. (8 marks)

b) How companies can utilize the Internet for marketing public relations, sales promotion, and direct marketing? (17 marks)

Question 3

a) Discuss the differences between permission marketing and viral marketing. (10 marks)

b) Identify and briefly explain the **THREE (3)** main vehicles for advertising on the Internet. (15 marks)

Question 4

Due to various online threats and uncertainty, organizations are providing options for the audience to make their decision on whether to be part of the communication coverage. Provide the rationale for the organizations to allow the users to opt-in to share their personal information. (25 marks)

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